

# INFLUENCE OF BROADCAST MEDIA AWARENESS CAMPAIGNS ON EBOLA VIRUS DISEASE ON AUDIENCE ALERTNESS AMONG RESIDENCE OF LOKOJA, KOGI STATE

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## ABSTRACT

*This study is a response to the high level of broadcast media awareness campaigns on Ebola Virus Disease following its outbreak in Nigeria in July, 2014. The variables of interest are exposure, alertness and frequency. Through a survey research design, Lokoja in Kogi state was purposively selected for the study and using the Australian calculator of determining sample size as provided by the National statistical service, a sample of 384 was drawn and copies of the questionnaire were administered to the respondents using judgmental sampling technique. The reliability of the instrument was determined with Guttman scale and this yielded 0.85, which was considered very high. Within the trilogy of social responsibility, agenda setting and information processing theories, findings showed significant relationship between exposure to broadcast media awareness campaigns and audience alertness. Results also showed significant relationship between frequency of exposure and audience alertness while other factors that enhance alertness are interpersonal communication, group discussion, fear of EVD, clarity of message, and rumour. The study suggests the enactment of an act of parliament mandating all broadcast media in Nigeria to give top priority on EVD campaigns in their programming.*

**Keywords:** Exposure, broadcast, awareness, campaigns, alertness and audience.

## INTRODUCTION

Nigeria as a country has also joined the list of West African Countries that had experienced the deadly Ebola Virus Disease (EVD). Other West African countries that have had their share of the disease are Liberia, Guinea, and Democratic Republic of Congo Sierra-Leone. The outbreak of the deadly EVD in Nigeria began on the 25<sup>th</sup> of July 2014 following the death of a forty year old Liberian, Patrick Sawyer's entry to Nigeria, which Nwabuzor and Gever (2014) described as "historic", that marked the beginning of Ebola scare in Nigeria. Sequel to the above, the general atmosphere in Nigeria was tense, fear and uncertainty became common place. The situation was compounded by the fact that there is (as at the time of writing this study) no

known cure for the disease, an implication that EVD patients are as good as dead, even though not all those who contract the disease actually die. The perceived poor health facilities in the country, inadequate skilful manpower all made the Ebola scare a big threat to the survival of Nigerians. Following this negative development, it became obvious that the need for information that could create awareness on EVD was non-negotiable.

Consequently, the then minister of information, Labaran Maku beseeched the mass media to create awareness that would translate to a corresponding alertness. The then minister of Health Prof. Onyebuchi Chukwu made the following contacts available to the general public: 08097979595,

08023210923 and 07067352220 while an email, ebolainfo@health.gov.ng, was equally made public. All these were broadcast during the 10: pm network news of the Federal Radio Corporation of Nigeria (FRCN). The essence of the contacts was for people to reach out to the appropriate authorities in case of emergency. Similarly, both the Nigerian Television Authority (NTA) Federal Radio Corporation of Nigeria, African Independent Television (AIT) et al launched awareness creation campaigns with a call on Nigerians to imbibe the habit of regular hand washing, avoid bush meat like bat and monkey, fruit bat and maintain a clean environment. Dominant messages across broadcast media in Nigeria include ".Ebola virus has no cure, regular hand washing could help prevent it spread..." "...avoid the consumption of bush meat..." "...report people with regular bleeding to the nearest health centre.." "...Maintain a clean environment to avoid contracting Ebola--", among others. The contagious disease claimed the lives of some Nigerian medical workers like Justina Obi Echelonu, 14<sup>th</sup> August, Dr. Ameyo Stella Adedavoh, 19<sup>th</sup> August, and Dr Iyke Enemuoh, 28<sup>th</sup> August all in 2014 (Filani 2014, Ibeh 2014 & Mark 2014). In all, EVD claimed seven lives out of nineteen confirmed cases in Nigeria.

Although the World Health Organization on October 21<sup>st</sup> 2014 declared Nigeria Ebola Free, the Federal Government has ordered that all the measures that led to the success story should be sustained as long as other countries like Liberia and Sierra-Leon are still suffering from the deadly disease. Handing down the order, President Goodluck Jonathan was quoted thus:

*President Jonathan welcomes the declaration by WHO that Nigeria is now officially Ebola free after 42 days without any incident of the EVD...The achievement not-withstanding, Jonathan warned that Nigerians must*

*be on the alert and vigilant to avoid a fresh outbreak. To this end, he directed that all measures taken after the entry of the virus into the country should remain in place (Olorok, Atoyebi Olalekan and Adebayo 2014 Paras 26 &33&34).*

The implication is that, the need for alertness on the part of all Nigerians is indispensable so as to avoid a repetition of the terrifying Ebola experience. This study is a follow up to these broadcast media campaigns as it seeks to determine their influence on audience alertness.

### **Statement of the Problem**

The outbreak of Ebola Virus Disease in Nigeria was greeted with avalanche of awareness creation campaigns by Nigerian broadcast media. The awareness campaigns range from jingles, to commercial, to discussion programmes, to news on preventive measures, phone-in programmes among several others. The general motivation was to inject the spirit of alertness and propel the necessary behaviour from Nigerians with a view to avoiding the spread of the disease beyond control. Although broadcast media have carried out different awareness on EVD, the extent to which this has translated to expected health behaviour is not clear. The problem of this study posed as a question is, to what extents do broadcast media EVD messages influence audience alertness?

### **Research Questions**

This study is guided by the following questions:

1. what is the relationship between exposure to broadcast media awareness campaigns on EVD and audience alertness?
2. to what extent does exposure to broadcast media campaigns on EVD influence audience alertness?

3. what is the relationship between frequency of exposure to broadcast media awareness campaigns and audience level of awareness?
4. to what extent does frequency of exposure to EVD campaign influence audience alertness?
5. what are, if any, other factors that can enhance audience alertness?

### **Objectives of the Study**

The general objective of this study is to determine the relationship between exposure to broadcast media security awareness campaigns on EVD and audience alertness in Lokoja. Specifically, this study seeks to achieve the following:

1. to determine the relationship between exposure to broadcast media awareness campaigns on EVD and audience alertness in Lokoja
2. to determine the extent to which exposure to broadcast media campaigns on EVD influence audience alertness.
3. to determine the relationship between frequency of exposure to broadcast media campaigns on EVD and audience alertness in Lokoja.
4. to show the degree to which frequency of exposure to EVD campaign influence audience alertness.
5. to outline, if any, other factors that can enhance audience alertness on EVD in Nigeria.

### **Research Hypotheses**

This study tested the following hypotheses at 0.05 level of significance

**HO<sub>1</sub>** There is no significant relationship between exposure to broadcast media awareness campaigns on EVD and audience alertness.

**HO<sub>3</sub>** There is no significant relationship between frequency of exposure to EVD

awareness campaigns and audience of alertness.

### **Significance of the Study**

This study is of immense significance to broadcasters, public affairs analysts, policy makers, communication teachers and researchers. First, it will serve as a feedback to broadcasters to enable them have an understanding of the influence of their campaigns on EVD on the Nigerian public with a view to making adjustments where there is need.

The result of this study will serve as a reference point to public affairs analysts in their analysis of issues on Ebola scare in Nigeria. This will provide them with the statistics to make good judgement. Policy makers will find the result of this study useful in the area of policy formulation and implementation. Similarly, communication teachers will benefit from this result when teaching broadcasting courses, especially those that dwell on the effect of broadcasting, its benefits to the society, audience behaviour and so on. Other researchers willing to investigate areas related to this study will equally find the result of this study useful.

## **LITERATURE REVIEW**

### **Ebola Virus Disease, causes, symptoms and prevention**

**The Ebola Virus Disease:** The scientific name for EVD is hemorrhagic fever. It operates by making its victims bleed almost in all part of their body. Normally the end result is death ([www.ebolafact.com](http://www.ebolafact.com)). The disease is very contagious because it can be contracted through body fluids such as blood, saliva, semen, or body discharges. It is on record that about 90% of people that contract EVD will die from it. It is also on record that EVD is one of the deadliest diseases in the world and as at

the time of writing this paper, no cure was found for EVD.

**Symptoms of EVD:** Health experts have agreed that the symptoms of EVD take between 2-21 days to become obvious ([www.ebolafacts.com](http://www.ebolafacts.com)). The symptoms of EVD are similar to those of malaria or a flue, although, the disease cannot be contracted until a patient exhibits symptoms. It is also not airborne. The symptom of the disease move in stages, beginning with fever, headache, diarrhoea, vomiting, weakness of the body joints and muscle ache, stomach pain, lack of appetite, and bleeding from different parts of the body, which is the high point.

**Prevention:** Hence the cure for EVD has not been found, it is expected that people should do the following: wash their hands with soap. This should be done as frequently as possible. People should also use good hand sanitizers and avoid unnecessary contacts. People should also avoid bush meat especially bat, chimpanzee, monkeys and antelopes. This is because some of the bush meat may be carrying the virus. It is equally important for people to disinfect their surroundings. This is so because the virus cannot survive disinfectants, heat, direct sunlight, detergent and soap. More so, people are advised to fumigate their environment and dispose carcasses properly. It is advisable not to touch carcass. Use protected gear if you must care or go near someone you suspect has EVD. Report any suspicious symptoms in you or anyone else immediately you notice them. Finally, educate everyone; tell your neighbours, colleagues and domestic staff. You are safer when everyone is educated about Ebola.

## **Broadcasting Campaigns and Audience Alertness**

Broadcasting, radio and television, are media which are renowned for their immediacy, cost effectiveness, especially radio, engaging our auditory (radio) and visual organ (television). To broadcast means to send sound and or visual messages through the airwaves to a large, scattered and different people, called audience, who receive the messages at the same time. Scholars (Akpan 2006, Okpoko 2006 and Udejah 2004) are of the view that the use of sound/or images is a strength to the broadcast media. This therefore, means that broadcasters can leverage on this to exert influence on the receivers. Tyrell (1972, p.9) puts "Broadcasting is a most potent mass medium. Its combination of audio and video technology, makes it capable of reaching audiences simultaneously and availing man with the best means of information dissemination and reception." Broadcast media campaigns are veritable ways through which broadcasters can change audience attitude for the overall interest of the society. The society we live in is shaped by our thoughts which translate into actions. Broadcasting can contribute in this thought process through its campaigns. Gever and Nwabuzor (2013) define broadcast campaigns as strategically planned and executed efforts to change audience attitude. The purpose of campaign is to create awareness, inform or change attitude in a target audience (Sadman 2000). With the threat posed by the outbreak of EVD globally, campaigns to promote alertness is inevitable, campaigns to promote good hygiene behaviour among people is urgently required. Alertness means being alive and watchful to the things that happen within our surroundings. It is a state of mind that makes people inquisitive, sensitive, conscious, suspicious and willing to find out so as to take caution. The Emotional Intelligence Institute (2013) quips that alertness is a valuable tool

that can resourcefully help us to navigate our mind better. What this means is that the media owe it a duty to provide high frequency of awareness campaigns that influence alertness. This is more so that studies suggest that exposure to media messages influence audience attitude. For example, a study conducted by Gever and Nwabuzor (2014a) reports that 89.4% of the respondents admitted been exposed to broadcast media security awareness campaigns and at the same time, exhibited high attitude of alertness. The researchers further documented factors that can make or mar broadcast media awareness programmes to include frequency, time aired, richness of content, persuasiveness and simplicity of language use. Another study conducted by Izogo and Chukwuemeka (2013) document that there is significant correlation between exposure to broadcast programmes and

attitude change. The result of the researchers revealed that 93% of the respondents reported they were aware of the Ebonyi State Action Committee on Aids (EBOSACA) out of which, 56.8% said they were aware of it through radio programmes/campaigns, 15.91% through television, 13.64% sign posts, 11.36% friends and 2.2.7% through direct contact. The implication of this result is that, majority (56.82% + 15.91%-72.73) of the respondents who were exposed to these campaigns from broadcast media were equally influenced by it. Awareness creation in the face of EVD outbreak is very essential. This is even of global concern because the entire world is under the threat of the disease which has no cure and is of high mortality rate. Gever and Nwabuzor (2014b) after a study, proposed the following model of awareness creation on EVD.

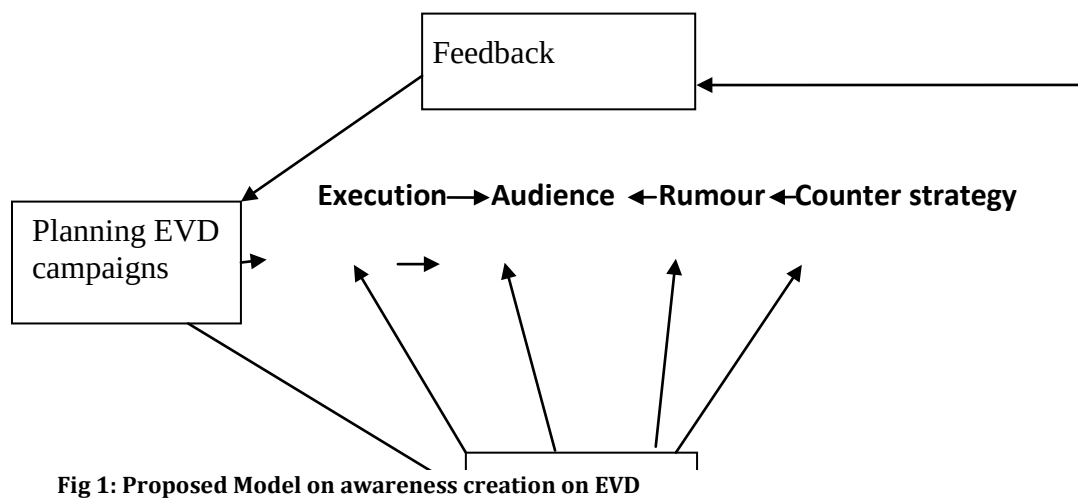


**Fig 1: Proposed Model on awareness creation on EVD**

**Source: Gever and Nwabuzor (2014)**

From the model of the researchers, it can be argued that if broadcast media plan and implement life saving programmes that will lead to alertness, there will be no place for rumour to thrive.

### **Theoretical Framework**

This study considered and applied three theories- social responsibility, the agenda setting and information processing theories. The social responsibility theory is a product of the Hutchins Commission of 1947. The theory according to Asemah (2011,P.147) holds that

the mass media (broadcast in this case) are under obligation to cover all aspects of the society and report to the public. By this theory, the broadcast media are duty bound to create awareness on EVD. Agenda-setting theory posits that the media; most especially the news media, dictate what issues (agenda) to be considered most important by the society. The theory was proposed by Maxwell McCombs and Donald Shaw in 1972/1973 (Asemah 2011, P. 176). Folarin (1998) remarks that the agenda-setting theory implies that the media predetermine what issues to think about. The scholar adds that the media do this through factors like; frequency of reporting, prominence given to the reports through headline display, pictures and layout in newspapers, magazines, films, graphics or timing on radio and television. Also, the degree of conflict generated in the reports and cumulative media specific effects over time. This means, the media (broadcast) have the potential of, through its programming, setting agenda for Nigerians on the EVD with the aim of combating the deadly disease. Similarly, the information processing theory according to Asemah (2011, p. 205) posits that attitude change in an individual goes through six stages and that every stage is important. The stages are:

- a. Persuasive message must be communicated. The communicator must package and send a message that will influence attitude, and in this case, alertness on EVD.
- b. The receiver will attend to the message: When a message is persuasive, it attracts the attention of the receiver. The audience must therefore be exposed to EVD awareness campaigns.
- c. The receiver will comprehend the message: The individual has to fully understand the message. This means EVD awareness message must be understood.

- d. The receiver will respond to and is convinced by the argument so exposed to.
- e. The new adopted position is retained, and in this case EVD alertness.
- f. The desired behaviour takes place which in this case is being EVD conscious; that is alertness.

## METHODOLOGY

Survey design research method was adopted for this study. The decision to use survey is because it remains one the most suitable methods in behavioral research. The instrument of data collection was the questionnaire. The study area was Lokoja, Kogi State. The questionnaire were purposively administered to the respondents within the study area. The choice of the purposive sampling technique was to achieve the objectives of the study. Nworgu (1991, p.78) corroborating writes "In purposive sampling, specific elements, which satisfy some predetermined criteria are selected." Therefore, the use of purpose sampling was to get the respondents with the desired attributes that will eventually aid the attainment of the research objectives. The total population of resident of Lokoja according to the 2010 National Bureau of Statistics Annual Abstract of Statistics is 234,802. In determining the sample size for this study, the Australian Calculator as provided by the National Statistical service was found useful. The calculation yielded the following

### Determine Sample Size

|                   |         |
|-------------------|---------|
| Confidence Level: | 95%     |
| Population Size:  | 234,802 |
| Proportion:       | 0.5     |

|                           |                                      |
|---------------------------|--------------------------------------|
| ● Confidence Interval:    | <input type="text" value="0.05"/>    |
| Upper                     | <input type="text" value="0.55000"/> |
| Lower                     | <input type="text" value="0.45000"/> |
| ● Standard Error          | <input type="text" value="0.02551"/> |
| ● Relative Standard Error | <input type="text" value="5.10"/>    |
| ● Sample Size:            | <input type="text" value="384"/>     |

By this calculator, the sample size for this study was 384. The reliability and validity of instrument were determined through the use of a test retest approach. A pre-test questionnaire of 20 copies were designed and administered to respondents in the study area. After four weeks interval, the same pre-test copies of questionnaire were administered again to the same respondents and three errors were observed. The Guttman scale of coefficient of reproducibility used to measure reliability of consistent of the instrument as shown below;

$$1 - \frac{\text{total error}}{\text{total responses}}$$

$$\frac{3}{1 - 20}$$

$$\frac{3}{20} = 0.15 \quad 1 - 0.15 = 0.85$$

The calculation yielded 0.85(85%) which was considered very high. Also, SPSS 16.0 was used in the analysis of the data for this study

### Chi-square ( $\chi^2$ ) test of Relationship

This study tested the existence/non existence of the relationship with the use of. **Chi-square ( $\chi^2$ )** as expressed bellow:

$$\chi^2 = \sum_{i=1}^r \sum_{j=1}^c \frac{(O_{ij} - E_{ij})^2}{E_{ij}} \quad \text{equation (1)}$$

Equation (1) can be simplified to obtain

$$\chi^2 = \sum_{i=1}^r \sum_{j=1}^c \frac{O_{ij}^2}{E_{ij}} - N \quad \text{equation (2)}$$

Where  $O_{ij}$  and  $E_{ij}$  are the observed and expected frequencies, respectively, of attribute in row  $i$  and column  $j$ ;  $r$  and  $c$  are the number of rows and columns respectively and  $N$  is the overall total of frequencies.

### Coefficient of Contingency (C)

Following the existence of relationship between the attributes in a contingency table, there exists the need to determine the degree of the relationship between the attributes of interest. (broadcast campaigns and audience alertness). To achieve this, the coefficient of contingency which is a measure of degree of this relationship is the appropriate statistical tool. This is estimated by the equation express below

$$C = \sqrt{\frac{\chi^2}{\chi^2 + N}} \quad \text{equation(3)}$$

Where  $\chi^2$  = chi-square statistic estimated by equation (1) or (2) and  $N$  is as defined earlier.

### Focus Group

A focus group was organized with 22 people which information and significant statements were gathered from participants for qualitative data analysis. The participants were chosen based on two criteria: those who indicated interest and those who had a who were literate, at least to read and write. It was decided it would be beneficial to conduct a small focus group because a comfortable and intimate setting would allow for a free-flowing discussion. The twenty-two participants were assured that their names would not be

mentioned in the study and they would be described as 'respondents' or participants. The following questions guided the discussion

1. Are you exposed to broadcast media awareness messages on EVD?
2. Are your actions and inactions influence by the broadcast message contents?
3. How does your exposure to EVD messages from broadcast media influence you?
4. Are there other factors that influence your actions and inactions with regards to EVD?

5. If yes as in 4 above, what are they?

## RESULTS

Out of the 384 copies of the questionnaire administered, 379 (95%) were returned but only 372 (97%) were found useful. The analyses in this study were done with the use of SPSS 16.0.

**Table: Audience alertness \* broadcast campaigns Cross tabulation**

|                    |     |            | Broadcast campaigns |       | Total  |
|--------------------|-----|------------|---------------------|-------|--------|
|                    |     |            | Yes                 | No    |        |
| Audience alertness | Yes | Count      | 261                 | 35    | 296    |
|                    |     | % of Total | 70.2%               | 9.4%  | 79.6%  |
|                    | No  | Count      | 30                  | 46    | 76     |
|                    |     | % of Total | 8.1%                | 12.4% | 20.4%  |
| Total              |     | Count      | 291                 | 81    | 372    |
|                    |     | % of Total | 78.2%               | 21.8% | 100.0% |

**Source:** Field survey, 2014

The above cross tabulation yielded Chi-square statistic, 84.210 and critical value; 3.841 at 1 degree of freedom. And hence the statistic is greater than the critical value, it indicates significant relationship between exposure to broadcast awareness campaigns on EVD and audience alertness. The degree of this influence is further ascertained using co efficient of contingency as discussed in the

methodology. Consequently, the calculation yielded contingency coefficient value of 0.430 interpreted as 43%.To determine the relationship between frequency of exposure and influence, the following table was computed.

**Table II: Audience alertness \* frequency of exposure Cross tabulation**

|                    |     |            | Frequency of exposure |       | Total  |
|--------------------|-----|------------|-----------------------|-------|--------|
|                    |     |            | Yes                   | No    |        |
| Audience alertness | Yes | Count      | 240                   | 31    | 271    |
|                    |     | % of Total | 64.5%                 | 8.3%  | 72.8%  |
|                    | NO  | Count      | 42                    | 59    | 101    |
|                    |     | % of Total | 11.3%                 | 15.9% | 27.2%  |
| Total              |     | Count      | 282                   | 90    | 372    |
|                    |     | % of Total | 75.8%                 | 24.2% | 100.0% |

**Source:** Field Survey, 2014

The above cross tabulation yielded Chi-square statistic value of 88.633 and critical value; 3.841 at 1 degree of freedom. And hence the statistic is greater than the critical value, it indicates significant relationship between frequency of exposure to broadcast awareness campaigns on EVD and audience alertness. The degree of this

influence is further ascertained using co efficient of contingency as discussed in the (see methodology.) Consequently, the calculation yielded contingency coefficient value of C= 0.438 interpreted as 48%.To determine other factors that can lead to alertness, the following table was computed.

**Table III: Other factors that can enhance audience alertness**

| Factors                     | SA  | A   | D  | SD | TOTAL | X   | decision |
|-----------------------------|-----|-----|----|----|-------|-----|----------|
| Interpersonal communication | 107 | 167 | 71 | 27 | 372   | 2.9 | Accepted |
| Group discussion            | 143 | 156 | 59 | 14 | 372   | 3.1 | Accepted |
| Fear of EVD                 | 206 | 156 | 16 | 4  | 372   | 3.5 | Accepted |
| Clarity of message          | 174 | 174 | 15 | 9  | 372   | 3.3 | Accepted |
| Rumour                      | 109 | 197 | 47 | 19 | 372   | 3.0 | Accepted |

**Source:** Field survey, 2014

Result from table III above showed that all the factors –interpersonal communication, group discussion, fear of EVD, clarity of

message and rumour- presented in there were accepted as enhancing audience alertness on EVD.

### Focus group result

During the focus group discussion, most of the participants admitted being exposed to broadcast messages on EVD. Result further showed that the participants reported that their actions and in actions are greatly dependent on messages from broadcast media. They added that with messages from broadcast media, they could do or not do something with confidence. Findings from the discussion further revealed that with exposure to broadcast campaigns on EVD, the participants admitted that they had become more conscious of EVD related symptoms from people around them, wash their hands regularly, avoid the consumption of bush meat, limit frequent handshakes and have generally become alert, all of which were /are promoted by the broadcast media in Nigeria. Most of the participants admitted that there are other factors that influence their actions towards EVD and they list the factors to include the fact that it has high fatality rate, news of it victims in Nigeria and other African countries like Liberia and Sierra Leone .Also, the social stigma attached to EVD patients and even it survivals were found to be factors influencing public alertness.

### Discussion of Findings

This study investigated influence of broadcast media campaigns on EVD on audience alertness. Based on the result of this study, the first research question which sought to determine the relationship between exposure sure to broadcast media campaigns on EVD and audience alertness will be answered that the relationship is significant. 79% of the respondents were found to have been exposed to broadcast media awareness campaigns and at the same time admitted be alert on EVD. Consequently, the first null hypothesis was rejected ( $\chi^2_{cal} > \chi^2_{tab}$ ). The result of this study runs similar with that of

Gever and Nwabuzor (2013) and Izogo and Chukwuemeka (2013).

The result further revealed that the degree of the relationship is low as evidenced in the 43% contingency of coefficient value. With this value, the second null hypothesis was accepted and the second research question which sought to establish the degree of the relationship between the two variables of investigation answered.

Findings also showed significant relationship between frequency of exposure to broadcast media awareness campaigns and audience alertness ( $\chi^2_{cal} > \chi^2_{tab}$ ). This result runs similar to the one obtained by Gever (2013) and the proposition by Folarin (1998) on the influence of frequency of reportage in media agenda setting. On the degree at which frequency of reportage can influence behaviour, calculated contingency coefficient yielded 4.48% which can still be considered as low hence it is less than the 70% benchmark for the study. The implication of this result is that, there exist others factors that enhance audience alertness, which is what question IV sought to determine. Result from table III revealed that the factors that can enhance audience alertness are interpersonal communication, group discussion, fear of EVD clarity of message and rumour. The result of this study suggests that changes in the society have rendered the bullet theory less powerful, and that other factors enhance media influence (Amana 2010).The result of this study on rumour as a factor goes to confirm the August 8, 2014 national rumour of bathing and drinking salt solution which eventually claimed innocent lives. The challenge now is for broadcast media in Nigeria to step up awareness campaigns so as to overshadow rumour and save the nation its devastating effect.

## **CONCLUSION/RECOMMENDATIONS**

Based on the result of this study, the research concludes that broadcast media exert influence on the audience to a large extent. And that broadcast remains a viable tool for awareness creation, public education, and attitudinal change. It is also the conclusion of this paper that for as long as other countries are still suffering from Ebola, for as long as the cure for EVD is not known, the need for awareness exists and broadcast media must continue creating awareness in that regard. Consequently, the study recommends as follows:

1. The government should consider the enactment of a legislation compelling broadcast media to sustain awareness on EVD.
2. Broadcast media in Nigeria should continue to plan and execute public awareness campaigns on EVD.
3. Broadcast media in Nigeria should give high frequency to EVD related issues.
4. Regulatory bodies such as the NBC (National Broadcasting Commission) etc. should monitor and ensure that broadcast media give special attention to EVD in their programming.

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## APPENDICES

**Chi-Square Tests For table One**

|                                    | Value               | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|------------------------------------|---------------------|----|-----------------------|----------------------|----------------------|
| Pearson Chi-Square                 | 84.210 <sup>a</sup> | 1  | .000                  | .000                 | .000                 |
| Continuity Correction <sup>b</sup> | 81.375              | 1  | .000                  |                      |                      |
| Likelihood Ratio                   | 72.779              | 1  | .000                  |                      |                      |
| Fisher's Exact Test                |                     |    |                       |                      |                      |
| Linear-by-Linear Association       | 83.984              | 1  | .000                  |                      |                      |
| N of Valid Cases <sup>b</sup>      | 372                 |    |                       |                      |                      |

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 16.55.

b. Computed only for a 2x2 table

**Symmetric Measures for table one**

|                                            | Value | Approx. Sig. |
|--------------------------------------------|-------|--------------|
| Nominal by Nominal Contingency Coefficient | .430  | .000         |
| N of Valid Cases                           | 372   |              |

**Chi-Square Tests for table two**

|                                    | Value   | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|------------------------------------|---------|----|-----------------------|----------------------|----------------------|
| Pearson Chi-Square                 | 88.633  | 1  | .000                  | .000                 | .000                 |
| Continuity Correction <sup>b</sup> | 107.792 | 1  | .000                  |                      |                      |
| Likelihood Ratio                   | 100.396 | 1  | .000                  |                      |                      |
| Fisher's Exact Test                |         |    |                       |                      |                      |
| Linear-by-Linear Association       | 110.450 | 1  | .000                  |                      |                      |
| N of Valid Cases <sup>b</sup>      | 372     |    |                       |                      |                      |

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 21.77.

b. Computed only for a 2x2 table

**Symmetric Measures for table two**

|                                            | Value | Approx. Sig. |
|--------------------------------------------|-------|--------------|
| Nominal by Nominal Contingency Coefficient | 0.438 | .000         |
| N of Valid Cases                           | 372   |              |